# Market Stats & Reports for LSC Staff

## Stats Tab in Matrix
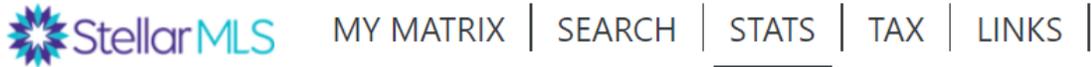
Several Stats Presets are available, which track trends over time in a given area.
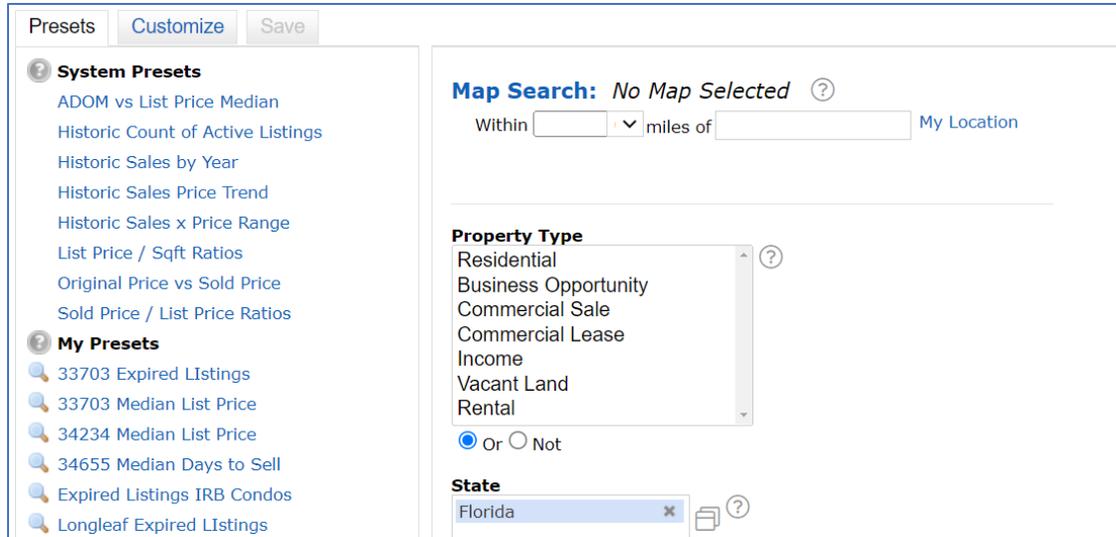
Under the "Customize" tab, the presets can be customized, or you can create your own preset.
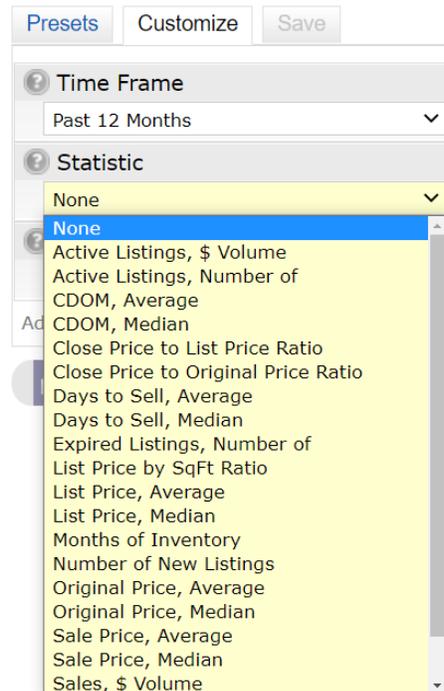
You can save these presets to the Stats widget on your Matrix home page.

Market Reports Tab in Matrix

In addition to the Stats tab, there is also a Market Reports tab in Matrix which displays a variety of On Demand reports.

Production Detailed Report
The **Production Detailed Report** lists out transactions over a period of time. This could be a great report for an agent or team to compare their year-to-date production to previous years, for a broker or team leader to use when interviewing agents, or for office admins to have master list of transactions grouped by each agent or team in their brokerage.

The report can be grouped by agent, agent and team together – which compares a team leader's overall production to that of their team, team, office, or firm. There are

filters to run this for a specific agent or team, or for all agents or teams in an office or firm. There is also a filter for property type – the default is to include all transactions, regardless of property type.

Awards Market Share Report
Through the **Awards Market Share Report**, you can see how agents, teams, offices or firms rank in a given REALTOR® Association or geographic area.

This report can be grouped by Agent, Agent and Team together, Team, Office, or Firm. It can be sorted by volume or transaction sides and run for a REALTOR® association or geographic area over a given time period. The "Top" field determines how high you want to go in the rankings (type in a number – default is Top 25).

Note that there are limitations for use of this data in advertising. See Article 15.5 of Stellar MLS's Rules and Regulations for more details.

Awards Summary Report
Through the **Awards Summary Report**, you can see a summary of total transaction sides or volume for an agent, team, office or firm. Similar to the production detail report, there are filters for agent, office, team, or firm, and the report can also be run for a particular REALTOR ® Association. Notice that if grouped by "agent and team", the report lists the team leader under the team, and shows if the team leader had transactions outside of the team.

General Reports
The **Inventory Counts** report will display the number of listings in an area based on the criteria entered.

The **Home Sales** report allows you to put in a date range, types of properties, and location, and shows the breakdown of sales by price range for that date range. It also includes the average days on market for that date range.

SmartCharts

Another valuable stats tool is SmartCharts, which integrates residential MLS statistics into an easy-to-present format. You can drill down to your association, or local county or zip code, to run gauges, charts, and reports for selected market stats. HTML code is provided to display these stats on the agent's web page and to automatically refresh them. If you have landing pages for various zip codes you provide different auto-updating gauges on each page!

Each Association Executive has a login to SmartCharts, giving them access to the Pro features.
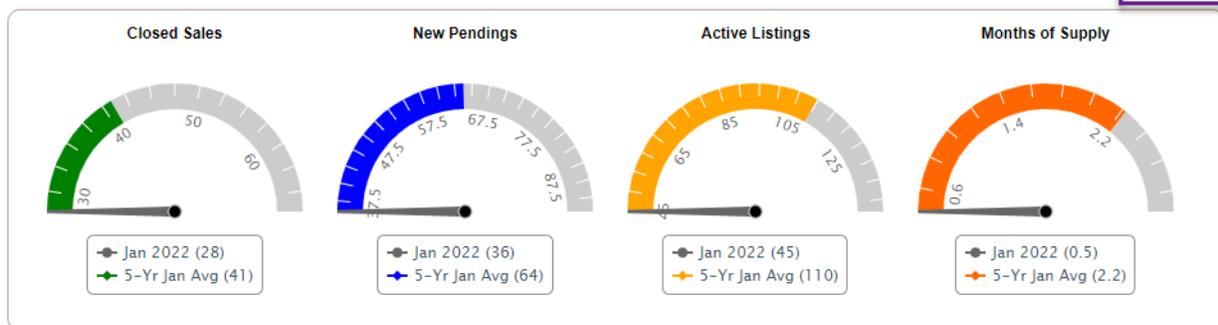
Auto-updating gauges that can be embedded in your website

In this paid version, reports can be run by zip code.

Restrictions on Your Members Using MLS Data

Reminder - an IDX feed is the only way for a broker to advertise another broker's active listing online without written permission, as an agent/broker opts into IDX feeds when entering a listing.

Print advertisements cannot contain information on another brokers' active listing without permission – first because the listing belongs to that broker, and second because the seller has to authorize advertising.

Print advertisements may contain data on sold listings or aggregate data, but the disclosure from article 6.5 of the Rules and Regulations should be used.

Article 6.5: Advertising of Listing Filed with Stellar MLS

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Section 5: Advertising of Listing Filed with Stellar MLS

A listing shall not be advertised by any other Participant without the prior written consent of the Listing Participant. Use of information from Stellar MLS compilation of current listing information, from the Association's "Statistical Report" or from any "sold" or "comparable" report of an Association or Stellar MLS for public mass-media advertising by a Participant or in other public representations may not be prohibited. However, any print or non-print forms of advertising or other forms of public representations based in whole or in part on information supplied by the Associations or Stellar MLS must include the following notice:

"Based on information from the Stellar Multiple Listing Service for the period (date) through (date). This information may or may not include all listed expired, withdrawn, pending or sold properties of one or more members of the Stellar Multiple Listing Service".

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Also, these advertisements should not be misleading and make it look like an agent sold a listing for which they did not participate in the transaction.

Rules about MLS Market Reports

If brokers are going to use ranking data from the MLS ranking reports in their marketing, they should refer to Article 15 of the Rules and Regulations for specific information regarding the sharing of information from the Stellar MLS Database.

First, any public advertising using MLS "sold" data must contain a notice with the date range.

"Based on information from Stellar MLS and sourced by (Broker Name/Office Name) for the period (date through date).

Second, while agent ranking information from Awards Market Share reports can be shared directly with a customer, this report is NOT for mass publication.

For the office rankings in the Awards Market Share Report, only the Participant may publicly share this data, and must include a disclosure with the source and date range.